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CENTRAL FAX CENTERSerial No. 09/769,887
Docket No. 40655.0400

DEC 20 2005

Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended) A computer-implemented method for managing digital content for a company website on a global basis, including the steps of:

receiving, at a content management application, a request to create updated content for a content page within said company website, wherein said updated content comprises data elements;

creating said data elements according to said request;

storing each of said data elements as a markup language file in a database globally accessible by a reviewer, wherein said data elements are decoupled from said content page;

routing said data elements to said reviewer, wherein each of said data elements is individually routed; and,

creating an updated content page when each of said data elements has been authorized, wherein said updated content page does not include said data elements and comprises content mapping data which includes instructions for mapping said data elements to said updated content page; page;

receiving a request to view said updated content page; and,

retrieving said data elements according to said content mapping data of said updated content page, wherein said data elements are positioned on said updated content page according to said content mapping data; and,

translating said markup language file from a first markup language format to a second markup language format for presentation on said company website.

2. (previously presented) The method of claim 1, wherein said markup language file is in the eXtensible Markup Language (XML) format.

3. (currently amended) The method of claim 1, wherein further including the steps of:
retrieving said markup language file from said database; and
translating said markup language file is translated from a eXtensible Markup Language (XML) first markup language format to an HTML second markup language format for presentation on said company website.

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4. (currently amended) The method of claim 1, wherein storing said data elements as said markup language file includes storing said markup language file in an extensible database that is platform and software independent.

Claim 5 (canceled)

6. (currently amended) The method of claim 1, wherein storing said data elements as said markup language file includes storing said markup language file, wherein said markup language file is an XML file, in an extensible database that is platform and software independent.

Claims 7-13 (cancelled).

14. (currently amended) A computer-readable storage medium containing a set of instructions for a general-purpose computer comprising:

- receiving, at a content management application, a request to create updated content for a content page within said company website, wherein said updated content comprises data elements;
- creating said data elements according to said request;
- storing each of said data elements as a markup language file in a database globally accessible by a reviewer, wherein said data elements are decoupled from said content page;
- routing said data elements to said reviewer, wherein each of said data elements is individually routed; and,
- creating an updated content page when each of said data elements has been authorized, wherein said updated content page does not include said data elements and comprises content mapping data which includes instructions for mapping said data elements to said updated content page;
- receiving a request to view said updated content page; and,
- retrieving said data elements according to said content mapping data of said updated content page, wherein said data elements are positioned on said updated content page according to said content mapping data; and,
- translating said markup language file from a first markup language format to a second markup language format for presentation on said company website.